

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan *online customer review* terhadap keputusan pembelian produk hijab Paris Premium pada *marketplace* Shopee. Penelitian ini menggunakan pendekatan kuantitatif melalui alat analisis SPSS Versi 25. Populasi dalam penelitian ini adalah mahasiswi S1 Manajemen Angkatan 2022 Universitas Trunodjoyo Madura yang pernah melakukan pembelian produk hijab Paris Premium di *marketplace* Shopee. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*, sehingga diperoleh sebanyak 97 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner secara online melalui Google Form dengan skala Likert.

Hasil penelitian ini menunjukkan bahwa berdasarkan uji t (Parsial), harga berpengaruh signifikan terhadap keputusan pembelian produk hijab Paris Premium pada *marketplace* Shopee. Selain itu, *Online customer review* juga berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan hasil uji F (Simultan), harga dan *online customer review* secara simultan berpengaruh signifikan terhadap keputusan pembelian produk hijab Paris Premium pada *marketplace* Shopee.

Kata Kunci: *Harga, Online Customer Review, Keputusan Pembelian.*

ABSTRACT

This study aims to determine the influence of price and online customer reviews on purchasing decisions for Paris Premium hijab products on the Shopee marketplace. This study used a quantitative approach using SPSS version 25 analysis tools. The population in this study were undergraduate Management students from the Class of 2022 at Trunodjoyo University Madura, who had purchased Paris Premium hijab products on the Shopee marketplace. The sampling technique used non-probability sampling with a purposive sampling method, resulting in 97 respondents. Data collection was conducted through an online questionnaire distributed via Google Forms with a Likert scale.

The results of this study indicate that, based on a t-test (Partial), price significantly influences purchasing decisions for Paris Premium hijab products on the Shopee marketplace. Furthermore, online customer reviews also significantly influence purchasing decisions. Based on the results of the F-test (Simultaneous), price and online customer reviews simultaneously significantly influence purchasing decisions for Paris Premium hijab products on the Shopee marketplace.

Keywords: *Price, Online Customer Reviews, Purchase Decisions.*